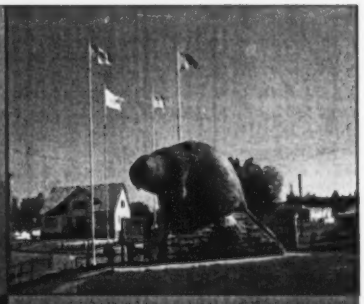
Alberta Tourism Market Monitor

Monthly Update

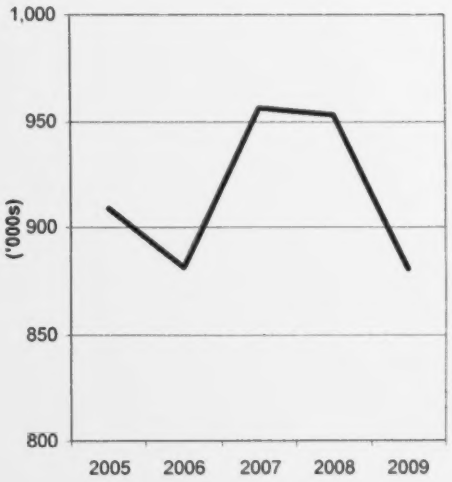


February 2010

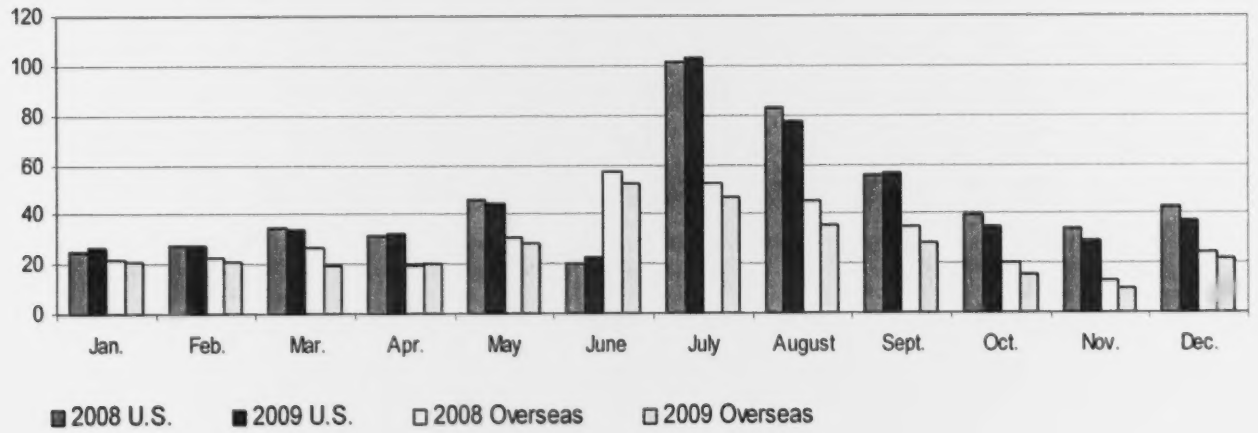
Direct international entries into Alberta and Canada (Preliminary) - 2009

- For 2009, Alberta's overnight direct entries by international visitors (U.S. and overseas) decreased -7.6%, compared to 2008. For Canada as a whole, the decline was -7.8%.
- For 2009, overnight direct entries from the U.S. to Alberta decreased -3.8%, compared to 2008. Nationally, the decline was -6.1%.
- For 2009, overnight direct entries by overseas visitors into Alberta decreased -14.1%, compared to 2008. Nationally, the decrease was -12.3%.
- For 2009, overnight visitors from the United Kingdom to Canada decreased -16.7%, compared to 2008. Overnight visitors from Germany decreased -4.0%, visitors from Mexico decreased -36.5% and Japanese visitors decreased -28.4%.

Direct Overnight International (Overseas and U.S.) Entries into Alberta, January through December



Direct Overnight U.S. and Overseas Entries into Alberta ('000s)



Source: Statistics Canada, International Travel: Advance Information

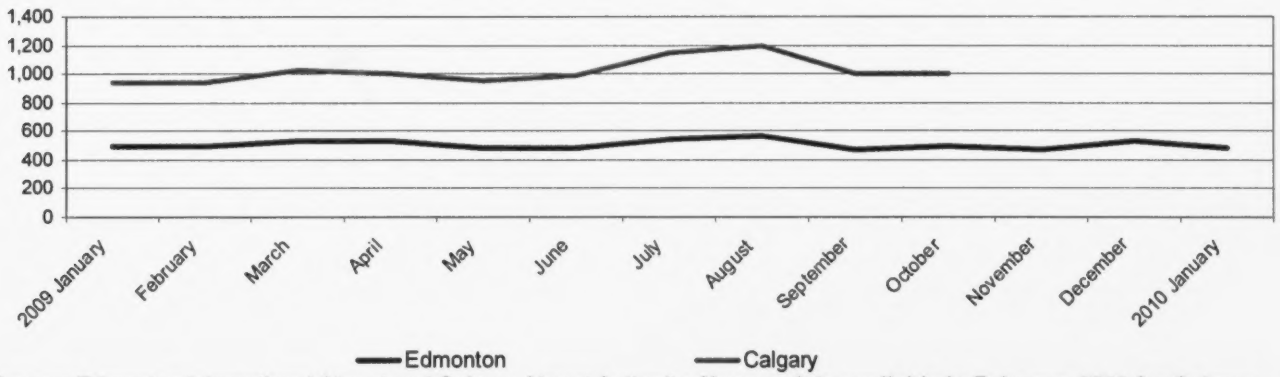
Alberta
Freedom To Create. Spirit To Achieve.

Government of Alberta

Air Passengers (enplanements and deplanements)

Edmonton International Airport reported that in January 2010, 486,471 passengers either boarded or deplaned at the airport, a decrease of –1.4%, compared to January 2009.

Air Passengers ('000s of enplanements and deplanements) 2009/2010



Source: Edmonton International Airport and Calgary Airport Authority. **No new data available in February 2010 for Calgary.**

Highway Traffic Count ('000s of Vehicles)

Preliminary	Hwy 1—Sask border w-bound	% Change from 2008	Hwy 1—Banff Pk Gate (2 way)	% Change from 2008	Hwy 16– Jasper Pk Gate (2 way)	% Change from 2008	Hwy 16—Jct #897 w-bound	% Change from 2008
January	52.4	-5.8%	401.7	0.7%	78.6	-11.4%	138.7	0.1%
February	52.4	-5.2%	411.9	-0.6%	77.2	-13.5%	130.4	-3.9%
March	58.2	-16.0%	426.9	-13.1%	88.7	-21.8%	142.0	-9.1%
April	67.7	10.3%	464.8	10.6%	101.2	1.5%	159.9	8.1%
May	72.0	-2.3%	543.6	5.1%	118.3	-3.3%	164.4	-1.4%
June	76.9	-0.3%	544.7	-4.0%	132.8	-4.9%	168.2	0.4%
July	105.5	9.2%	765.7	5.4%	204.3	13.2%	183.8	0.9%
August	103.4	0.5%	790.1	-1.4%	215.9	1.7%	184.0	-1.2%
September	77.8	2.6%	585.3	11.4%	139.6	9.8%	164.9	-1.8%
October	75.3	-2.0%	425.6	-8.0%	96.8	-10.3%	166.5	-5.4%
November	65.1	0.6%	385.2	-3.0%	78.7	2.1%	154.1	-1.8%
December								
Year-To-Date	806.8	-0.3%	5,745.5	0.4%	1,332.1	-1.9%	1,756.9	-1.4%

Source: Alberta Infrastructure. **No new Data available in February 2010.**

Accommodation Indices

For 2009, the occupancy rate for Alberta (excluding resorts) was 58.9%, down –9.7 points compared to 2008 (68.6%). The average daily room rate for Alberta (excluding resorts) for 2009 was $128.74, down –4.0% compared to 2008 ($134.09).

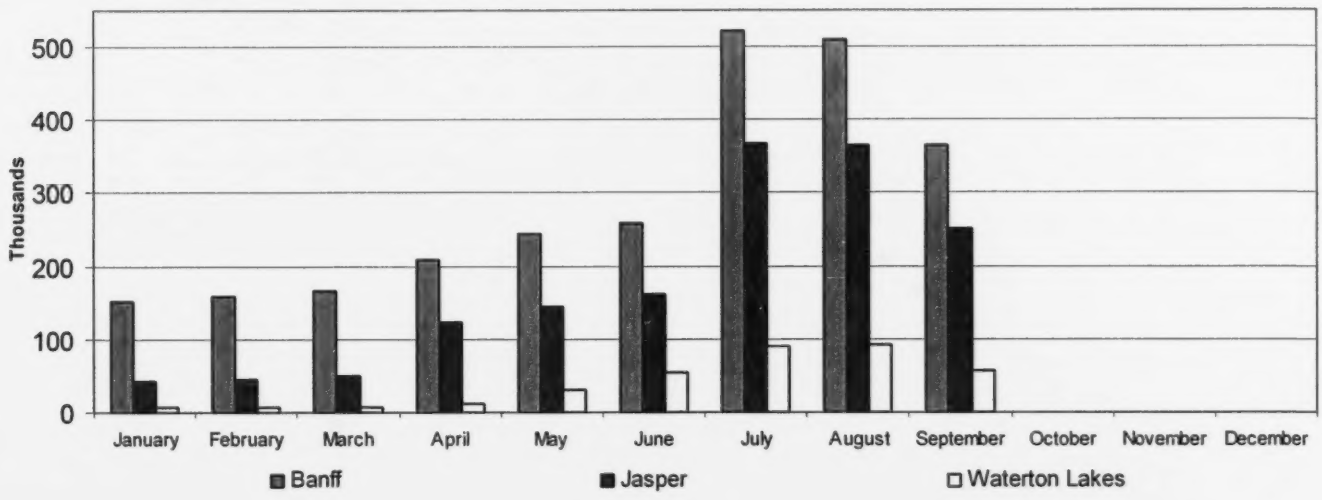
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Y-T-D Total
Edmonton Occupancy Rate	56.0%	71.7%	69.1%	69.7%	65.0%	65.7%	64.8%	67.3%	67.1%	68.7%	62.2%	**49.2%**	**64.6%**
Point Change from 2008	-5.2	-5.5	-10.6	-8.7	-11.7	-6.5	-6.5	-9.0	-12.0	-8.3	-12.1	**-6.5**	**-8.6**
Average Daily Room Rate	$121.33	$123.45	$122.44	$122.65	$121.62	$119.38	$116.33	$114.66	$119.21	$122.21	$121.41	**$117.40**	**$120.26**
Variance from 2008	3.5%	2.7%	-0.2%	-0.5%	-1.6%	-2.3%	-6.1%	-4.4%	-5.3%	-3.8%	-4.9%	**-0.6%**	**-2.1%**
Calgary Occupancy Rate	54.9%	63.7%	64.8%	61.4%	65.4%	68.2%	75.6%	71.6%	77.6%	64.1%	65.3%	**47.9%**	**65.0%**
Point Change from 2008	-3.8	-2.5	-1.7	-14.0	-9.6	-13.3	-4.6	-8.4	-3.0	-9.3	-5.8	**-5.0**	**-6.7**
Average Daily Room Rate	$141.53	$143.10	$142.69	$139.87	$142.83	$148.35	$159.13	$136.18	$150.28	$144.17	$147.89	**$130.28**	**$144.36**
Variance from 2008	0.6%	-1.3%	1.5%	-7.7%	-5.8%	-13.5%	-10.1	-4.4%	-1.6%	-3.9%	1.4%	**-4.6%**	**-4.6%**
Alberta Resorts Occupancy Rate	37.7%	49.8%	45.1%	42.0%	53.1%	57.7%	69.9%	76.0%	67.0%	49.4%	35.2%	**41.9%**	**53.1%**
Point Change from 2008	-8.5	-2.5	-12.8	-9.1	-11.4	-16.4	-7.6	-8.7	-4.2	-3.5	-5.2	**-1.2**	**-7.7**
Average Daily Room Rate	$172.94	$176.41	$173.51	$156.49	$199.32	$239.25	$237.17	$250.93	$222.69	$168.99	$140.17	**$187.64**	**$194.09**
Variance from 2008	10.6%	4.1%	1.8%	-1.4%	1.8%	-6.2%	-14.5%	-9.8%	-8.2%	-0.2%	-7.0%	**-8.8%**	**-4.5%**
Other Alberta * Occupancy Rate	50.5%	52.4%	52.1%	45.8%	48.6%	52.0%	52.8%	53.2%	53.4%	49.3%	50.3%	**35.6%**	**49.5%**
Point Change from 2008	-4.8	-10.3	-8.9	-11.1	-10.5	-12.9	-14.6	-14.8	-14.8	-17.6	-13.2	**-10.4**	**-12.1**
Average Daily Room Rate	$127.66	$126.67	$124.15	$120.14	$120.42	$119.27	$121.02	$120.67	$118.62	$116.70	$117.35	**$114.31**	**$120.62**
Variance from 2008	2.2%	0.1%	-1.7%	-4.0%	-4.2%	-6.0%	-5.6%	-5.1%	-7.0%	-6.5%	-7.4%	**-6.8%**	**-4.4%**
Total Alberta (excluding Resorts) Occupancy Rate	53.5%	61.6%	61.2%	57.8%	58.8%	61.2%	63.6%	63.2%	65.1%	59.6%	58.6%	**43.4%**	**58.9%**
Point Change from 2008	-4.7	-6.6	-7.2	-11.7	-10.9	-11.4	-9.3	-11.4	-10.7	-12.6	-10.7	**-7.8**	**-9.7**
Average Daily Room Rate	$130.35	$131.07	$129.97	$127.73	$128.75	$129.68	$134.18	$124.24	$130.76	$127.80	$129.24	**$120.80**	**$128.74**
Variance from 2008	1.8%	0.4%	0.1%	-4.9%	-4.2%	-8.9%	-7.4%	-4.7%	-4.0%	-4.8%	-3.3%	**-4.1%**	**-4.0%**

* Includes Lethbridge, Red Deer and other Alberta communities

Source: PKF Consulting Inc.

National Park Attendance ('000s of person visits)

Independent Visits to National Parks - 2009



Source: Parks Canada. **No new data available in February 2010.**

Employment ('000s of persons)

Employment in the Accommodation, Food and Beverage sector in Alberta increased +8.3% in January 2010, compared to January 2009.

Preliminary Seasonally Adjusted	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Average Y-T-D Total
Accommodation, Food and Beverage	**131.8**												**131.8**
% Change from 2009	**8.3%**												**8.3%**

Source: Statistics Canada, Labour Force Survey.

Historic Sites and Museums ('000s of person visits)

Preliminary	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Y-T-D Total
Visitor Attendance	22.2	47.5	46.7	51.1	76.3	111.0	186.8	192.0	77.3	40.1			851.0
% Change from 2008	8.3%	46.2%	0.0%	28.4%	3.0%	-1.4%	-16.1%	1.9%	22.5%	-10.5%			1.1%

Source: Alberta Culture and Community Spirit, Historic Resources Division. **No new data available in February 2010.**

Food Services and Drinking Places ($millions)

According to results from Statistics Canada's Food Services and Drinking Places survey, Alberta's total receipts for the month of November were down –0.9% to $552.0 million, compared to 2008 ($557.2 million). On a year-to-date basis, Alberta's total receipts were up +0.5% to $554.1 million, compared to 2008 ($551.6 million).

Preliminary	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Average Y-T-D Total
Total Receipts for Alberta	$556.6	$557.2	$549.9	$549.1	$555.8	$554.3	$560.3	$552.6	$556.8	**$550.0**	**$552.0**		**$554.1**
% Change from 2008	4.5%	4.3%	0.8%	0.6%	0.9%	-1.8%	0.6%	-1.3%	-0.8%	**-1.5%**	**-0.9%**		**0.5%**

Source: Statistics Canada, Food Services and Drinking Places

Definitions of Indicators

Direct International Entries into Canada and Alberta - Source: Statistics Canada, Preliminary Advance Information, International Travel, catalogue 66-001-P

Air Passengers - Source: Calgary Airport Authority and Edmonton International Airport (websites). Data are preliminary estimates of the number of air passengers enplaning and deplaning. Official statistics are available from Statistics Canada about six months after the preliminary estimates are released. Final counts are usually three to five percent less than preliminary estimates.

Highway Traffic - Source: Alberta Infrastructure. These data are monthly totals, based on monthly average daily traffic (average number of vehicles per day multiplied by number of days in month) passing the counter locations and in the direction indicated for a particular month. All vehicles are counted. Year-to-date is a cumulative total for all vehicles.

Accommodation Indices— Source: PKF Consulting Inc., Trends in the Canadian Hotel Industry. Occupancy rates and average daily room rates are based on a sample of hotels for each respective location.

Historic Sites and Museums— Source: Alberta Culture and Community Spirit, Historic Resources Division. Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum and the Royal Tyrrell Museum of Paleontology and the Tyrrell Field Station.

National Park Attendance—Source: Parks Canada. Attendance is reported as the number of independent visits to National Parks in Alberta. A visit is defined as the entry onto a site by a person engaged in heritage appreciation or recreation activity. Local and commercial are not included. Data are preliminary unless otherwise noted. Tour group data are included in the annual total only.

Employment in the Food and Accommodation Sector— Source: Statistics Canada, Labour Force Survey. The employment figure represents all persons 15 years or older who worked for pay or profit or unpaid work in the food services and accommodation sectors, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey.

Food Services and Drinking Places— Source: Statistics Canada, Food Services and Drinking Places, CANSIM table: 355-0006. The monthly survey provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population includes full-service restaurants, limited service eating places, special food places and drinking places.

Produced by: Tourism Business Development, Research and Investment Branch
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2009/2010 Alberta Tourism Market Monitor

Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Entries into CANADA by Country of Residence (000's of trips)[1]													
United States	1,090.9p	1,120.7p	1,254.6p	1,436.8p	1,973.2p	2,147.4p	2,895.0p	2,785.1p	1,947.9p	1,461.1p	1,128.5p	**1,287.1p**	20,525.6p
Per cent change from 2008	-6.2%	-4.6%	-5.9%	2.8%	-1.5%	-16.0%	-11.3%	-16.1%	-2.0%	-12.5%	-15.5%	**-8.5%**	-9.2%
Total Other International (n/incl US)	214.0p	207.4p	215.4p	280.8p	371.1p	481.7p	617.9p	557.3p	468.5p	311.1p	175.0p	**269.9p**	4,170.1p
Per cent change from 2008	-2.0%	-9.5%	-16.5%	1.1%	-18.6%	-16.2%	-13.6%	-14.6%	-15.2%	-8.3%	-10.0%	**-8.9%**	-12.5%
United Kingdom	34.1p	38.5p	37.0p	54.4p	68.1p	86.5p	96.8p	93.8p	87.3p	55.4p	27.0p	**48.5p**	724.5p
Per cent change from 2008	-13.9%	-20.9%	-34.1%	1.3%	-20.7%	-17.2%	-19.5%	-18.4%	-18.2%	-2.5%	-13.4%	**-10.7%**	-16.7%
Germany	13.3p	12.9p	12.8p	17.1p	31.3p	37.1p	45.9p	51.1p	45.2p	27.1p	10.3p	**14.7p**	318.8p
Per cent change from 2008	18.3%	1.6%	-6.9%	8.6%	-13.8%	-9.7%	-1.5%	-3.1%	-12.0%	13.9%	-8.2%	**-4.6%**	-4.0%
Japan	8.5p	11.8p	15.6p	14.4p	13.0p	14.9p	21.7p	25.8p	32.5p	23.0p	12.2p	**12.5p**	205.6p
Per cent change from 2008	-25.3%	-24.2%	-23.3%	-13.8%	-48.6%	-13.3%	-35.4%	-28.8%	-18.9%	-32.7%	10.2%	**-8.8%**	-28.4%
Alberta Direct Entries (000's of trips)[2]													
U.S. Residents	26.7p	27.7p	33.8p	32.3p	44.6p	74.4p	102.7p	77.6p	56.7p	34.6p	28.8p	**37.2p**	576.0p
Per cent change from 2008	6.0%	2.3%	-2.9%	1.5%	-2.4%	-4.1%	0.7%	-6.8%	2.1%	-12.2%	-15.1%	**-12.2%**	-3.8%
Other Countries	20.7p	20.7p	19.4p	20.3p	27.8p	39.8p	46.6p	35.3p	28.2p	14.9p	9.5p	**21.5p**	304.6p
Per cent change from 2008	-5.0%	-9.2%	-26.3%	3.4%	-10.4%	-9.9%	-11.1%	-21.7%	-19.3%	-25.4%	-25.7%	**-9.6%**	-14.1%
Air Passengers 2010 (000's of enplanements and deplanements)[3]													
Edmonton International	**486.5p**												486.5p
Per cent change from 2009	**-1.4%**												-1.4%
Calgary International													
Per cent change from 2009													
Air Passengers 2009 (000's of enplanements and deplanements)[3]													
Edmonton International	493.5p	492.3	526.7p	526.1p	488.4p	481.2p	546.1p	571.4p	473.3p	497.2p	472.8p	529.1p	6,090.2p
Per cent change from 2008	-1.7%	-3.2%	-3.7%	1.5%	-8.5%	-9.9%	-7.5%	-7.8%	-7.3%	-6.4%	-5.2%	-2.6%	-5.4%
Calgary International	938.3	943.0r	1,022.2r	1,004.1r	954.8r	989.0r	1,146.4r	1,200.0r	1002.6r	1,000.9p			10,201.3p
Per cent change from 2008	-4.2%	-4.9%	-7.1%	-3.4%	-8.1%	-5.1%	-2.5%	-1.9%	3.1%	0.4%			-3.4%
Highway Count (000's of vehicles)[4]													
Hwy 1 -Sask border w-bound	52.4p	52.4p	58.2p	67.7p	72.0p	76.9p	105.5p	103.4p	77.8p	75.3p	65.1p		806.8p
Per cent change from 2008	-5.8%	-5.2%	-16.0%	10.3%	-2.3%	-0.3%	9.2%	0.5%	2.6%	-2.0%	0.6%		-0.3%
Hwy 1 - Banff Pk Gate (2-way)	401.7p	411.9p	426.9p	464.8p	543.6p	544.7p	765.7p	790.1p	585.3p	425.6p	385.2p		5,745.5p
Per cent change from 2008	0.7%	-0.6%	-13.1%	10.6%	5.1%	-4.0%	5.4%	-1.4%	11.4%	-8.0%	-3.0%		0.4%
Hwy 16 - Jasper Pk Gate (2 way)	78.6p	77.2p	88.7p	101.2p	118.3p	132.8p	204.3p	215.9p	139.6p	96.8p	78.7p		1,332.1p
Per cent change from 2008	-11.4%	-13.5%	-21.8%	1.5%	-3.3%	-4.9%	13.2%	1.7%	9.8%	-10.3%	2.1%		-1.9%
Hwy 16 - Jct #897 w-bound	138.7p	130.4p	142.0p	159.9p	164.4p	168.2p	183.8p	184.0p	164.9p	166.5p	154.1p		1,756.9p
Per cent change from 2008	0.1%	-3.9%	-9.1%	8.1%	-1.4%	0.4%	0.9%	-1.2%	-1.8%	-5.4%	-1.8%		-1.4%

Sources: Statistics Canada, Edmonton International Airport, Calgary International Airport, Alberta Infrastructure

New or updated monthly figures are shown in bold type

p=preliminary r=revised e=estimate

22-Feb-10

2009/2010 Alberta Tourism Market Monitor

Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Accommodation Indices [5]													
Edmonton Occupancy Rate	56.0%	71.7%	69.1%	69.7%	65.0%	65.7%	64.8%	67.3%	67.1%	68.7%	62.2%	**49.2%**	**64.6%**
Point change from 2008	-5.2	-5.5	-10.6	-8.7	-11.7	-6.5	-6.5	-9.0	-12.0	-8.3	-12.1	**-6.5**	**-8.6**
Average Daily Room Rate	$121.33	$123.45	$ 122.44	$122.65	$ 121.62	$ 119.38	$116.33	$ 114.66	$ 119.21	$122.21	$ 121.41	**$117.40**	**$120.26**
Calgary Occupancy Rate	54.9%	63.7%	64.8%	61.4%	65.4%	68.2%	75.6%	71.6%	77.6%	64.1%	65.3%	**47.9%**	**65.0%**
Point change from 2008	-3.8	-2.5	-1.7	-14.0	-9.6	-13.3	-4.6	-8.4	-3.0	-9.3	-5.8	**-5.0**	**-6.7**
Average Daily Room Rate	$141.53	$143.10	$ 142.69	$139.87	$ 142.83	$ 148.35	$159.13	$ 136.18	$ 150.28	$ 144.17	$ 147.89	**$ 130.28**	**$144.36**
Alberta Resorts Occupancy Rate	37.7%	49.8%	45.1%	42.0%	53.1%	57.7%	69.9%	76.0%	67.0%	49.4%	35.2%	**41.9%**	**53.1%**
Point change from 2008	-8.5	-2.5	12.8	-9.1	-11.4	-16.4	-7.6	-8.7	-4.2	-3.5	-5.2	**-1.2**	**-7.7**
Average Daily Room Rate	$172.94	$176.41	$ 173.51	$156.49	$ 199.32	$ 239.25	$237.17	$250.93	$ 222.69	$168.99	$140.17	**$ 187.64**	**$194.09**
Total Alberta (excluding Resorts) Occupancy Rate	53.5%	61.6%	61.2%	57.8%	58.8%	61.2%	63.6%	63.2%	65.1%	59.6%	58.6%	**43.4%**	**58.9%**
Point change from 2008	-4.7	-6.6	-7.2	-11.7	-10.9	-11.4	-9.3	-11.4	-10.7	-12.6	-10.7	**-7.8**	**-9.7**
Average Daily Room Rate	$130.35	$131.07	$ 129.97	$127.73	$ 128.75	$ 129.68	$ 134.18	$ 124.24	$ 130.76	$ 127.80	$ 129.24	**$ 120.80**	**$128.74**
National Park Attendance (000's of person visits) 2009 [6]													
Banff	150.6p	158.6p	165.2p	209.5p	244.5p	259.3p	521.7p	509.7p	366.0p				2,585.1p
Per cent change from 2008	0.1%	-2.2%	-14.3%	9.5%	1.7%	-3.9%	8.5%	-3.1%	11.4%				1.7%
Jasper	43.1p	44.6p	50.4p	122.1p	144.7p	160.3p	366.4p	364.9p	252.2p				1,548.7p
Per cent change from 2008	-9.5%	-11.9%	-21.7%	6.0%	-0.8%	-4.6%	9.6%	-1.8%	10.9%				1.6%
Waterton Lakes	7.2p	7.6p	7.9r	11.5r	30.5r	53.4p	91.1p	91.5p	56.5p				357.2p
Per cent change from 2008	9.1%	2.7%	-13.2%	-0.9%	8.2%	-5.0%	6.8%	-2.9%	29.3%				4.4%
Employment 2010 (000's of persons) Seasonally Adjusted [7]													
Accommodation, Food & Beverage	**131.8p**												**131.8p**
Per cent change from 2009	**8.3%**												**8.3%**
Employment 2009 (000's of persons) Seasonally Adjusted [7]													
Accommodation, Food & Beverage	121.7	124.7	122.2	128.3	125.5	131.1	126.5	130.1	123.8	120.2	123.1	133.3	125.9
Per cent change from 2008	8.2%	18.8%	13.1%	9.0%	5.2%	9.4%	10.1%	12.0%	5.7%	4.3%	12.7%	22.1%	10.5%
Food Services and Drinking Places ($Millions) unadjusted [8]													
Total Receipts for Alberta	$ 556.6	$ 557.2	$ 549.9	$ 549.1	$ 555.8	$ 554.3	$ 560.3	$ 552.6	$556.80	$550.0r	**$552.0p**		**$554.1p**
Per cent change from 2008	4.5%	4.3%	0.8%	0.6%	0.9%	-1.8%	0.6%	-1.3%	-0.8%	-1.5%	**-0.9%**		**0.5%**
Historic Sites and Museums 2009 (000s of person visits) [9]													
Visitor Attendance	22.2p	47.5p	46.7p	51.1p	76.3p	111.0p	186.8p	192.0p	77.3p	40.1p			851.0p
Per cent change from 2008	8.3%	46.2%	0.0%	28.4%	3.0%	-1.4%	-16.1%	1.9%	22.5%	-10.5%			1.1%

Sources: Statistics Canada, PKF Consulting Inc., Parks Canada, Culture and Community Spirit

New or updated monthly figures are shown in bold type

p=preliminary r=revised e=estimate

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1. Entries into Canada by Country of Residence – Includes all residents of the United States and other countries who enter Canada at Canadian Customs and Revenue Agency posts. These entries include day trips and overnight trips.

2. Alberta Direct Entries – Includes all residents of the United States and other countries who enter Canada at Canadian Customs and Revenue Agency posts in Alberta and who visit Alberta for one or more nights. This includes business travellers, commuters, vacation travellers, people visiting friends or relatives, conference attendees, students and passengers in transit. The direct entry figures understate the actual number of foreign visitors to the province because they do not include those entering Alberta indirectly, e.g. via British Columbia.

Source: Statistics Canada catalogue 66-001(p) International Travel – Advance Information (monthly)

3. Air Passengers – Numbers are preliminary estimates of the number of air passengers enplaning and deplaning at the Edmonton International and Calgary International Airports. Official statistics are available from Statistics Canada about six months after the preliminary figures are released. Official figures typically are three to five per cent less than preliminary estimates.

Source: Edmonton International Airport and Calgary International Airport Websites

4. Highway Traffic – These figures are monthly totals, based on monthly average daily traffic (average number of vehicles per day multiplied by number of days in the month) passing the counter locations and in the direction indicated for a particular month. All vehicles are counted. Year-to-date is a cumulative total for all vehicles.
Source: Alberta Infrastructure,
Highway Systems, Planning Branch

5. Accommodation Indices – Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Source: Trends in the Canadian Hotel Industry, produced by PKF Consulting Inc.

6. National Park Attendance -- Attendance is reported as the number of visits to National Parks in Alberta. A visit is defined as the entry onto a site by a person engaged in heritage appreciation or recreation activity. Local, commercial and pass-through traffic is not included. Data are preliminary unless otherwise noted.

Beginning in 2004 the monthly figures for Banff National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group figures are, however, included in the annual total. Source: Parks Canada

7. Employment Food and Accommodation Sector – The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey.
Source: Statistics Canada, Labour Force Survey

8. Food Services and Drinking Places -- The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places.
Source: Statistics Canada

9. Historic Sites and Museums -- Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station.
Source: Alberta Culture and Community Spirit, Historic Resources Division

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